

# Plan your Easter Service

## Website

- Create a Designated Visitor Landing Page**
  - Include *Need to Know* info: logistical information that is absolutely necessary for someone to attend
  - Include *Want to Know* info: weekly offerings and opportunities for persons and families
  - Include *Nice to Know* info: snapshots of front facing leadership and/or a spiel on your commitments and values
- Optimize Website Search Engine Performance (SEO)**
  - Use relevant keywords for your church
  - Ensure the website is mobile-friendly
  - Fix any broken links

Pro-Tip: Check out our downloadable guide to Search Engine Optimization [HERE](#).

## Enhance your Homepage

- Check out [THIS INTERVIEW](#) with one of our very own Web Strategy Consultants on how you can create an Engaging Website Homepage for the holiday season.

## Mobile App

- Use Notifications for reminders and updates with [Push Notification](#)**
- Stream** your services and events to keep members connected with your Ministry
- Create Flex Content** pages to keep members updated on holiday events, Children's activities and forms for sign-ups like volunteering and events

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## Streaming

- [Schedule](#) Your Service Live Stream in Advance

## ChMS

- Set Up Children's Check In

- You can set this up for [in-person check in](#) kiosks or you can enable check in on your [mobile app](#) for a simple and secure experience for parents.
  - Configure your check in [label printers](#).

## Worship Planning

- Organize Your Staff and Volunteers

- Set up [Teams](#) in your Service Planning module.
  - Assign [Roles and Skills](#) to your staff and volunteers.

- Create a Service Flow

- Create detailed [service outlines](#) allowing you to plan a smooth service by adding all the elements to make your service come together.